

Caitlin Shure, PhD

Editorial direction and content strategy across the health tech landscape

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Summary

- Editor, content strategist, and science writer with over 15 years experience in journalism, industry, and academia
- Passionate about hardware, software, and wetware solutions that have the potential to improve or extend life
- Significant subject area knowledge in nutrition, mental health, wellness, wearables, neuroscience, and neurotechnology, among other fields

Experience

Levels Health

2022 - 2023

Senior Editor

Imagined, assigned, and edited articles for Metabolic Insights, the Levels company blog. Planned engaging, multi-surface content that served strategic needs while maintaining scientific integrity. Managed 10+ freelance writers. Scripted content for member-facing videos and other in-app features. **ABOUT LEVELS:** An a16z-backed startup, Levels uses continuous glucose monitor (CGM) data to generate real-time feedback on how diet and lifestyle choices impact your health.

Freelance

2019 - 2022

Writer, Editor, and Communications Consultant

Worked on content strategy for health tech, biowearable, and neurotechnology startups. Edited and wrote content that met diverse client needs.

The Rockefeller University

2018 - 2019

Science Writer

Wrote and edited articles that appeared on the university's website and in its print magazine. Managed freelance writers.

Zuckerman Mind Brain Behavior Institute, Columbia University

2013 - 2017

Reporter & Content Curator, "Brain Index" Design Team

Developed content and science outreach strategies for a multimedia installation in Columbia's new neuroscience building.

Scientific American MIND

2013 - 2013

Editorial contributor

Reported on trends in neuroscience, psychiatry, and psychology. Articles appeared both online and in print.

The Secret Life of Scientists and Engineers, PBS/NOVA

2012 - 2013

Writer

Wrote weekly blog posts for the Secret Life website—a quirky "behind-the-scenes" look at scientists and their work.

Applied Clinical Education

2009 - 2012

Scientific Associate

Created and edited copy for medical education programs and associated needs assessments.

Education

Columbia University Graduate School of Arts and Sciences

2013 - 2018

PhD, Communications

Program included coursework in Communications, Science and Technology Studies, Sociology, Anthropology, History, Philosophy, and Journalism. Dissertation followed the history of so-called "brain waves" and related technologies.

Columbia University School of Journalism

2012 - 2013

MA, Health and Science Journalism

Advanced training in general reporting strategies, as well as those unique to science journalism.

Columbia College

2003 - 2007

BA, Neuroscience and Behavior

Phi Beta Kappa and Magna Cum Laude honors.